

# ORDER

<b>Orders</b>	<b>Order / Rev:</b>	713733	 <b>WKYC</b>	
Alt Order #:				
Product Desc:	PATTON / EKLUND			
Estimate:	389			
Flight Dates:	09/17/12 - 10/03/12			Primary AE:
Original Date / Rev:	09/27/12 / 09/27/12			Sales Office:
Order Type:	Political			Sales Region:

<b>Agency</b>	<b>Name:</b>	Midwest Communications & Media/ PC	Billing Type: Cash  Billing Calendar: Broadcast  Billing Cycle: EOM/EOC  Agency Commission: 15%
Buying Contact:			
Billing Contact:			
7720 Benson Road Carroll, OH 43112			

<b>Advertiser</b>	<b>Name:</b>	Republican Senate Campaign Committee	New Business Thru:  Order Separation: 00:15:00  Advertiser External ID:  Agency External ID:
Demographic:	A25-54		
Product Codes:	PL-State/Local,PL-State Senate		
Priority:	P-3		
Revenue Codes:	AGY, GEN, POL		

					<b>Totals</b>				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/30/12	36	\$29,750.00	\$25,287.50	September 2012	36	\$29,750.00	\$25,287.50	0.00
10/01/12	10/03/12	1	\$0.00	\$0.00	October 2012	1	\$0.00	\$0.00	0.00
					Totals	37	\$29,750.00	\$25,287.50	0.00

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Denel Kizler Start Of Order - End Of Order 100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	09/17/12	09/23/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	MTWTFSS	:30	3	\$1,800.00	P-3	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTFSS		3				\$1,800.00		0.00			
2	WKYC	09/17/12	09/23/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	MTWTF--	:30	5	\$350.00	P-3	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--		5				\$350.00		0.00			
3	WKYC	09/17/12	09/23/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MTWTF--	:30	3	\$800.00	P-3	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--		3				\$800.00		0.00			
4	WKYC	09/17/12	09/23/12	M-F 7-9a Today Today Show	CM	7a-9a	MTWTF--	:30	3	\$800.00	P-3	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--		3				\$800.00		0.00			
5	WKYC	09/17/12	09/23/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MTWTF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--		3				\$400.00		0.00			
6	WKYC	09/17/12	09/23/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	MTWTF--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--		3				\$200.00		0.00			

Order / Rev: 713733  
 Alt Order #: \_\_\_\_\_  
 Flight Dates: 09/17/12 - 10/03/12

Advertiser: Republican Senate Campaign Committee  
 Product Desc: PATTON / EKLUND WKYC  
 Estimate: 389

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WKYC	09/17/12	09/23/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	MTWTF--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/17/12    09/23/12    MTWTF--    5    \$200.00    0.00															
7	WKYC	09/17/12	09/23/12	M-F 5-6p Dr. Phil	CM	5p-6p	MTWTF--	:30	3	\$700.00	P-3	0.00	NM	3	\$2,100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/17/12    09/23/12    MTWTF--    3    \$700.00    0.00															
8	WKYC	09/17/12	09/23/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$1,800.00	P-3	0.00	NM	5	\$9,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/17/12    09/23/12    MTWTF--    5    \$1,800.00    0.00															
9	WKYC	09/17/12	09/23/12	M-F 730-8p Entertainment Tonight	CM	730-8p	MTWTF--	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/17/12    09/23/12    MTWTF--    2    \$1,200.00    0.00															
10	WKYC	09/17/12	09/23/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/17/12    09/23/12    -----S-    1    \$800.00    0.00															
11	WKYC	09/17/12	09/23/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/17/12    09/23/12    -----S-    1    \$500.00    0.00															
12	WKYC	09/17/12	09/23/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/17/12    09/23/12    -----S    1    \$800.00    0.00															
13	WKYC	09/26/12	10/03/12	Wed Prime Wed	CM	8P-11P	--W----	:30	1	\$0.00	NON	0.00	NM	2	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12    09/30/12    --W----    1    \$0.00    0.00															
Week: 10/01/12    10/07/12    --W----    1    \$0.00    0.00															
Totals															
37    \$29,750.00															

mg for incorrect traffic